



CITY OF MORGAN HILL

17555 PEAK AVENUE MORGAN HILL CALIFORNIA 95037

LIBRARY, CULTURE AND ARTS COMMISSION

**After Action Minutes
REGULAR MEETING
FEBRUARY 13, 2006**

Morgan Hill Civic Center

Council Chambers
17555 Peak Avenue

LIBRARY COMMISSION

Chair	Einar Anderson
Vice-Chair	Charles Cameron
Commissioner	Chuck Dillmann
Commissioner	Jeanne Gregg
Commissioner	John Macchia
Commissioner	Sylvia H. Cook
Commissioner	Stan Salah

7:00 P.M.

CALL TO ORDER

Chair Anderson called the meeting to order at 7:00 p.m.

ROLL CALL ATTENDANCE

Absent: Commissioner Cook

DECLARATION OF POSTING THE AGENDA

Per Government Code 54954.2

PLEDGE

Pledge was led by Chair Anderson

PUBLIC COMMENT

Chair Anderson introduced Commissioner Salah and welcomed him to the Commission

1. COUNTY LIBRARY REPORT

**County Librarian
Cervantes**

County Librarian Cervantes reported over 400 people attended the Silicon Valley Reads: One Book, On Community kick-off event held at the Heritage Theater in Campbell on February 1st. Both authors, Louise Steinman and Julie Otsuka attended to discuss their respective books, *The Souvenir: A Daughter Discovers her Father's War* and *When the Emperor was Divine*.

The January JPA meeting was cancelled and rescheduled to February 23rd at 1:30 p.m. at the Library administration offices in Los Gatos. The issues the JPA will discuss include the five year financial forecast, book budget and removal of the fee for holds.

The CLA/CSLA Legislative Day will be held on April 26th in Sacramento. Those interested in attending can contact Cynthia Garcia at cgarcia@lib.sccgov.org or call 293-2326 ext. 3090 for more information.

The first staff development day will be held on May 5th for all staff. This will be a full day of training and skill building. All nine libraries will be closed that day. Training will include future trends, general services and technology.

Proposition 81 – a statewide measure that could provide \$600 million to support library construction will appear on the June 2006 ballot. There has been no formal discussion as to whether or not Morgan Hill will apply. Commissioner Dillmann asked if there is support for this proposition. Ms. Cervantes responded that recent polling revealed low support for this proposition among voters. This proposition will be competing with the Governor's super bond on the June ballot. Information on the proposition can be found at www.yesforlibraries.org.

The County Library report is included as Attachment A.

Joint Powers Authority

The January JPA meeting was cancelled and rescheduled to February 23, 2006 at 1:30 p.m.

2. MORGAN HILL LIBRARY REPORT

**Community Librarian
Rosanne Macek**

Ms. Macek reported the Library Building Team has been working on the details of the interior. They are working to make minor changes to the floor plan to make it as user friendly as possible.

The Friends of the Morgan Hill Library will spearhead the ground breaking ceremony for the new library.

Ms. Macek reported there was slight decrease in gate count in January although there was a healthy increase in December. She added there are almost 25,000 library card holders and she provided a breakdown of card holders by age range.

The Morgan Hill Library was the pilot site for the new print management system for the County. There have been a few glitches as with any new system, but use and installation has gone relatively smoothly.

Local artist Teresa Flynn who created the beautiful murals in the story room presented a program on February 11 on how she creates her artwork.

The Morgan Hill Library report is included as Attachment B.

3. FRIENDS OF THE LIBRARY

President Carol O'Hare

Carol O'Hare reported the FOL co-sponsored a Silicon Valley Reads event at the Community and Cultural Center on February 4th. The event was a success.

The Twice a Month Book Sales continue to do well. The sale on February 4th earned over \$1,600, which is a new high for a regular sale day.

Ms. O'Hare announced the major undertaking for the Friends is organizing a fundraising campaign for the new library. They have developed a campaign plan with the assistance of Sherry Hemingway. Ms. O'Hare provided the goal, objectives and key messages of the campaign in her written report (included as Attachment C). The campaign slogan is BEYOND BOOKS. Design Factory Graphics will develop a logo and create a website for the campaign. Mayor Kennedy, Chair Anderson and Vice Chair Cameron serve on the advisory board to the campaign.

The groundbreaking for the new library is scheduled for April 15th.

The FOL report is attached as Attachment C.

4. LEGISLATIVE COMMITTEE

Commissioner Dillmann

Commissioner Dillmann stated that Proposition 81 will need strong support in order to pass.

5. CONSENT CALENDAR

APPROVAL OF MEETING MINUTES OF JANUARY 9, 2006

Commissioner Dillmann motioned to approve the minutes. Commissioner Macchia seconded the motion. Motion approved (6:0).

BUSINESS

6. UPDATE ON THE COMMUNITY AND CULTURAL CENTER ART EXHIBITS & THE 7TH ANNUAL ART ALA CARTE EVENT

Recommended Action: Information Item. Community and Cultural Center Supervisor Therese Luggner will provide an update on art exhibits at the CCC and the 7th Annual Art ala Carte event scheduled for October 2006.

Community and Cultural Center Supervisor Therese Luggner provided a report on the current art exhibit at the Community and Cultural Center as well as a schedule of future exhibits. She

announced Silicon Valley Open Studios will be held from March 13th through April 28th. During Silicon Valley Open Studios local artists display artwork at venues throughout Silicon Valley. The Community and Cultural Center will serve as the venue for Morgan Hill.

Ms. Luggar also provided information on upcoming special events and performing arts at the Community and Cultural Center as well as dance and art classes currently offered. She announced that the 7th annual Art ala Carte event for children will be held in October of this year. Art ala Carte is a hands-on day of art for children and their families. This event has traditionally been held on Mother's Day weekend in May.

7. 2006/2007 MEMBERSHIP IN THE CALIFORNIA ASSOCIATION OF LIBRARY TRUSTEES AND COMMISSIONERS (CALTAC)

Recommended Action: Action Item. The Commission will vote to renew annual memberships for each Commissioner valid from February 2006 to February 2007. Individual memberships are \$13 for a total of \$91 for the seven member Commission.

The Commission voted not to renew individual CALTAC memberships for 2006. Commissioner Macchia motioned not to renew; Commissioner Dillmann seconded the motion. Motion approved (6:0)

8. PUBLIC ART POLICIES DRAFT

Recommended Action: Information Item. Item continued from January 9th meeting. The Commission will review draft of policies and procedures for public art program.

Chair Anderson reported no progress has been made on the policy draft. Commissioner Gregg stated that she and Commissioner Cook were only able to meet once. She summarized the information they were able to find in regard to other cities strategies to select, fund and maintain public art. She then provided background information on the Arts Alliance for Commissioner Salah, but added she understood that this group might have temporarily disbanded.

The Commission discussed various methods other cities use to fund public art including development fees, Transportation and Occupancy taxes, donated art and art on loan to the City. Chair Anderson asked Commissioner Salah if he might be willing to work with Commissioners Gregg and Cook on the sub-committee to develop the draft of the public art policies. He agreed.

Commissioner Macchia suggested this item be tabled to the March meeting. Chair Anderson stated he would try to touch base with Commissioner Cook before the March meeting to get a status report.

9. PUBLIC ART AT THE INDOOR RECREATION CENTER

Recommended Action: Information Item. Continued from January 9th meeting. Commission will discuss development of funding and procedures to acquire public art for the lobby and natatorium of Indoor Recreation Center.

Item tabled to March meeting.

10. SANTA CLARA COUNTY LIBRARY MATERIALS SELECTION POLICY

Recommended Action: Information Item. Library staff will present materials selection policy to Commission.

Community Librarian Macek provided the County Library's Material Selection Policy and Mission Statement to the Commission. Chair Anderson asked Ms. Macek to explain the library's role in providing videos vs. books to patrons. Ms. Macek responded the Mission Statement includes providing "recreational" materials to patrons, and videos are within this provision. Chair Anderson asked if playing video games in the library would also be under this provision. Ms. Macek responded that yes, access to recreational activities is included. She added the library has implemented stricter "time management" tools for computer use. Time allotted for adults has been reduced to 45 minutes from 1 hour. She stated this will allow more people to cycle through the computers to use the internet. Ms. Macek stated the Materials Collection Policy is based on providing materials and resources to a broad spectrum of tastes and differing view points. If the appropriateness of a certain material is challenged, there is a process in place. Patrons are encouraged to speak directly to the appropriate librarian (e.g. Children's Librarian) and Ms. Macek will also speak to the patron personally to get a better understanding of his/her objection; she will review the policy and determine whether the material is in the context of the collection. Ms. Macek added that videos and DVD's currently represent 8% of the entire collection and 16% of the materials budget. However, DVD's and videos represent 30% of the library's circulation.

11. FY 05/06 LIBRARY, CULTURE AND ARTS COMMISSION WORK PLAN

Recommended Action: Information Item. Commission will review work plan accomplishments and determine plan to achieve remaining items.

Chair Anderson provided background on the development of the Commission's work plan and his presentation to City Council during the early part of the fiscal year. The Commission reviewed the work plan items and discussed the status of each.

1. Develop strategic plan for Commission & recruit new members –
Status: Commission at 7 members on February 13th
2. Communicate to stakeholders integration of arts and culture into scope of Commission –
Status: Process started
3. Workshop with library staff –
Status: to be scheduled. Suggestion to conduct workshop with Friends of the Library and Arts Alliance (if in tact) and library to identify issues or work plan items Commission can assist library staff to achieve
4. Commission Workshop-
Status: combine with number 3 above
5. Follow fundraising activities by FOL and future fundraising organization
Status: Friends of the Library taking lead on fundraising campaign. Commissioners to support campaign and attend meetings
6. Define Commission role in preparation for grand opening activities
Status: Friends of the Library taking lead to plan event

Commissioner Macchia asked the status of the request for the Commission to work with the School District and the library to enhance the working relationship among all three. Chair Anderson volunteered to determine the status of the letter Council Member Tate sent to the District Superintendent to restore the City School Liaison meetings. Friends of the Library President O'Hare stated she and Council Member Tate met with the School District in September to discuss how the schools can become involved with the library.

12. REQUESTS FOR FUTURE ITEMS

Continuation of Public Art Policies Draft
Continuation of Indoor Recreation Center Public Art Project
FY05/06 Commission Work Plan
Design of Civic Center Plaza Benches

13. ANNOUNCEMENTS – Commissioner Dillmann urged the Commission to participate in the Community Conversation sponsored by the City.

14. ADJOURNMENT to next monthly meeting on **March 13, 2006 at 7:00 p.m. in Council Chambers** - Commissioner Dillmann motioned to adjourn the meeting. Commissioner Cameron seconded the motion. Motion approved (6:0).

Attachment A

Library Commissioners Report
Melinda Cervantes, County Librarian
Santa Clara County Library
February 2006

1. Silicon Valley Reads; One book, One Community Kick-off event held at the beautiful Heritage Theatre in Campbell on February 1, 2006 was a great success with over 400 people attending. *The Souvenir: A Daughter Discovers Her Father's War* by Louise Steinman and *When the Emperor Was Divine* by Julie Otsuka explore two families' experiences during World War II. Silicon Valley Reads is celebrated during the month of February with author events, writing programs and book discussion groups throughout the Valley.
2. The January meeting of the Santa Clara County Library Joint Powers Authority has been cancelled; the JPA Board will meet next on Thursday, February 23, 2006 at 1:30pm at the Library Administration Offices, 14600 Winchester Blvd., Los Gatos.
3. CLA/CSLA Legislative Day in Sacramento will be held on Wednesday, April 26th. If interested in attending, please email Cynthia Garcia at cgarcia@lib.sccgov.org or call (408) 293-2326, x3090.
4. Santa Clara County Library will hold its first Staff Development Day on Friday, May 5th; all libraries will be closed that day so that staff may participate in this day of training and skill building.
5. Proposition 81, a statewide measure that would provide \$600 million to support library construction, will appear on the June 2006 Primary ballot. The California Reading and Literacy Improvement and Public Library Construction and Renovation Bond Act of 2006 was introduced by Senator Alpert in 2004 and signed by the Governor last year.

Attachment B

Morgan Hill Library, Culture & Arts Commission
February 13, 2006
Rosanne Macek, Community Librarian

NEW LIBRARY

- We are continuing to tweak the floorplan with minor changes to try to make the space as user-friendly and efficient as possible. This month we redesigned the international languages and children's areas to better lay out the collection and allow more seating.
- We completed a detailed list of shelving needs including type of shelves, height, shelf depth, end panels, etc.
- The groundbreaking ceremony is tentatively set for the second or third week of April. The Friends are leading the planning for this event and we will be meeting with the city this Friday to discuss specific plans.
- The Friends are also leading the effort to raise funds for the new library. Their goal is \$250,000 to augment furniture and programs.

USER STATISTICS

- We saw a slight decrease in statistics this month over the same period last year. Total circulation dropped by 3% and gate count dropped by 5%. I think this is part of the normal ebb and flow of library usage and will continue to keep a close eye on activity levels.
- We have been processing an increasing number of library cards this year and now have 24,754 card holders. Here's how that breaks down by age group:
 - o Age 65+ 6%
 - o Age 50-64 15%
 - o Age 40-49 17%
 - o Age 30-39 13%
 - o Age 20-29 16%
 - o Age 13-19 18%
 - o Age 0-12 15%

PROGRAMS/SERVICES

- Morgan Hill was the pilot site for a new print management system for the County Library. This new service will allow us to provide more cost-effective and reliable printing. The installation has gone relatively smoothly so far, and will be implemented in our Gilroy library this week.
- February is Silicon Valley Reads month featuring lots of events in all our libraries. The kick-off program was held at the Heritage Theater in Campbell and featured both Louise Steinman (*The Souvenir*) and Julie Otsuka (*When The Emperor Was Divine*). The city of Morgan Hill issued a proclamation declaring February as Silicon Valley Reads month

and this was presented to Carol O'Hare and me at the city council meeting on Jan. 25. Also, The Morgan Hill Silicon Valley Reads program featuring Julie Otsuka was held at our Community Center on Feb. 4. This program is sponsored by the Friends, BookSmart bookstore, AAUW, City of Morgan Hill, and the *Morgan Hill Times*.

- The Wildlife Education and Rehabilitation Center brought a Peregrine Falcon to both Morgan Hill and Gilroy libraries and had a naming contest.
- Teresa Flynn, the local artist who created the beautiful murals in our story room, presented a program on Feb. 11 to demonstrate how she creates her artwork.

UPCOMING PROGRAMS:

- Our book group will discuss *The Great Gatsby* on February 23.
- Bob Lyons, an AARP volunteer, will present a program "Making Sense of Medicare's New Prescription Drug Coverage" on February 28.
- The Great Decisions discussion group will begin their next series of programs on February 16 and will continue through November.
- Historically we've done most of our class visits in October and April but this year, we are receiving more regular requests for visits. 3 of the 4 Fridays in February are booked with class visits. We'll be hosting Nordstrom and the Charter School.

Attachment c

**Friends of the Library Report
to the Library, Cultural and Arts Commission 2/13/2006**

Friends were a co-sponsor of the Silicon Valley Reads program with Julie Otsuka, author of *When the Emperor Was Divine*, at the Cultural Center on Saturday, February 4. It was a big success, with 80 people in attendance.

Twice a month Book Sales continue to do well. The sale on February 4, earned over \$1600, a new high for a regular sale day

Our major undertaking now is organizing the fundraising campaign for the new library, and we have developed a Campaign Plan with the assistance of Sherry Hemingway.

GOAL: Improve the lifelong learning environment of the new Morgan Hill Community Library by taking it to the next level, making it a truly great library.

OBJECTIVES

- Educate community about the new library.
- Raise \$250,000 for upgraded furnishings and expanded programming for the new Morgan Hill Library. Specifically, furniture, art and program enhancements such as story times and literacy programs.
- Expand the Library's support base

KEY MESSAGES

- \$17M in City funds is building this very fine library; an additional \$250K in private donations will make it a GREAT library.
- The Library can maximize use and enrich this new learning environment with quality furnishings, art and programs.

The campaign slogan is BEYOND BOOKS, and Bob Snow of Design Factory Graphics will provide a logo. He has also agreed to design a website. We're working on strategies to reach different types of donors and are developing an advisory committee to help us. Commissioners Anderson and Cameron both have attended fundraising campaign meetings.

The first part of the campaign is the Internal Campaign, where the FMHL board, library commissioners, library staff, City Council, and School board members will all be asked to donate, to demonstrate 100% participation and support..

100% of all campaign contributions will go to the library. All fundraising expenses will be paid by the Friends, using the proceeds from book sales.

The Friends, along with the library staff, are also planning the groundbreaking ceremony for the new library. A firm date has not yet been set, but we are looking at Saturday, April 15. It will be a fun event. Everyone, adults and children, will be encouraged to bring shovels to help.

Carol O'Hare, president
FMHL